Journal of Public Policy & Marketing
Subject and Author Index 1998
(Volume 17)

Subject Index

Advertising

1. Analyzing the Impact of the Liquor Industry's Lifting of the Ban on Broadcast Advertising
   Hae-Kyong Bang
   Vol. 17, No. 1, 1998, 132–138
2. A Comment on the Pontifical Council for Social Communications' Ethics in Advertising
   Debra Jones Ringold
   Vol. 17, No. 2, 1998, 332–335
3. Comparative Price Advertising: An Integrative Review
   Larry D. Compeau and Dhruv Grewal
   Vol. 17, No. 2, 1998, 257–273
4. Earthquakes and Aftershocks: Implications for Marketers and Advertisers in Reno v. ACLU and the Litigation of the Communications Decency Act
   Don Lloyd Cook
   Vol. 17, No. 1, 1998, 116–123
5. Ethics in Advertising: The Good, the Bad, and the Church
   George G. Brenkert
   Vol. 17, No. 2, 1998, 320–324
6. Ethics in Advertising: A Look at the Report by the Pontifical Council for Social Communications
   Archbishop John P. Foley
   Vol. 17, No. 2, 1998, 313–315
7. Ethics in Advertising: Review, Analysis, and Suggestions
   Patrick E. Murphy
   Vol. 17, No. 2, 1998, 316–319
8. FTC Regulatory Activity and the Information Content of Advertising
   Avery M. Abernethy and George R. Franke
   Vol. 17, No. 2, 1998, 239–256
9. How Super Are Video Supers? A Test of Communication Efficacy
   Noel M. Murray, Lalita A. Manrai, and Ajay K. Manrai
   Vol. 17, No. 1, 1998, 24–34
10. Liquor Advertisements on Television: Just Say No
    George A. Hacker
    Vol. 17, No. 1, 1998, 139–142
11. Reflections on the 1997 Vatican Statements Regarding Ethics in Advertising
    Gene R. Laczniak
    Vol. 17, No. 2, 1998, 320–324

Affirmative Disclosure

12. "Not Manufactured or Authorized by ...": Recent Federal Cases Involving Trademark Disclaimers
    Jacob Jacoby and Maureen Morrin
    Vol. 17, No. 1, 1998, 97–107

Alcohol and Drugs

13. Alcoholic Beverage Sales Promotion: An Initial Investigation of the Role of Warning Messages and Brand Characters Among Consumers Over and Under the Legal Drinking Age
    Judith A. Garretson and Scot Burton
    Vol. 17, No. 1, 1998, 35–47
14. Analyzing the Impact of the Liquor Industry's Lifting of the Ban on Broadcast Advertising
    Hae-Kyong Bang
    Vol. 17, No. 1, 1998, 132–138
15. Comprehension Testing for OTC Drug Labels: Goals, Methods, Target Population, and Testing Environment
    Louis A. Morris, Karen Lechter, Michael Weintraub, and Debra Bowen
    Vol. 17, No. 1, 1998, 86–96
16. Developing and Assessing Alcohol Warning Content: Responses to Quantitative Information and Behavioral Recommendations in Warnings with Television Beer Advertisements
    Michael D. Slater, David Karan, Donna Rouner, Kevin Murphy, and Frederick Beauvais
    Vol. 17, No. 1, 1998, 48–60
17. How Well Do Young People Follow the Label? An Investigation of Four Classes of Over-the-Counter Drugs
    Pam Scholder Ellen, Paula Fitzgerald Bone, and Elnora W. Stuart
    Vol. 17, No. 1, 1998, 70–85
18. Liquor Advertisements on Television: Just Say No
    George A. Hacker
    Vol. 17, No. 1, 1998, 139–142
19. The Modest Impact of the Alcohol Beverage Warning Label on Drinking During Pregnancy Among a Sample of African-American Women
    Janet R. Hankin, James J. Sloan, and Robert J. Sokol
    Vol. 17, No. 1, 1998, 61–69.

Antitrust Issues

20. Slotting Allowances and the Retail Sale of Alcohol Beverages
    Gregory T. Gundlach and Paul N. Bloom
    Vol. 17, No. 2, 1998, 173–184

Brand Characters

21. Alcoholic Beverage Sales Promotion: An Initial Investigation of the Role of Warning Messages and Brand Characters Among Consumers Over and Under the Legal Drinking Age
Judith A. Garretson and Scot Burton
Vol. 17, No. 1, 1998, 35–47

Cause-Related Marketing

22. A Typology of Consumer Responses to Cause-Related Marketing: From Skeptics to Socially Concerned
Deborah J. Webb and Lois A. Mohr
Vol. 17, No. 2, 1998, 226–238

Channels of Distribution

23. Agency Theory, Drug Formularies, and Drug Product Selection: Implications for Public Policy
David A. Mott, Jon C. Schommer, William R. Doucette, and David H. Kreling
Vol. 17, No. 2, 1998, 287–295

24. Slotting Allowances and the Retail Sale of Alcohol Beverages
Gregory T. Gundlach and Paul N. Bloom
Vol. 17, No. 2, 1998, 173–184

Commercial Speech

25. Analyzing the Impact of the Liquor Industry's Lifting of the Ban on Broadcast Advertising
Hae-Kyong Bang
Vol. 17, No. 1, 1998, 132–138

26. A Comment on the Pontifical Council for Social Communications' Ethics in Advertising
Debra Jones Ringold
Vol. 17, No. 2, 1998, 332–335

27. Earthquakes and Aftershocks: Implications for Marketers and Advertisers in Reno v. ACLU and the Litigation of the Communications Decency Act
Don Lloyd Cook
Vol. 17, No. 1, 1998, 116–123

28. Liquor Advertisements on Television: Just Say No
George A. Hacker
Vol. 17, No. 1, 1998, 139–142

Consumer Behavior

29. Characteristics and Beliefs Associated with Probable Pathological Gambling: A Pilot Study with Implications for the National Gambling Impact and Policy Commission
Richard G. Netemeyer, Scot Burton, Leslie K. Cole, Donald A. Williamson, Nancy Zucker, Lisa Bertman, and Gretchen Diefenbach
Vol. 17, No. 2, 1998, 147–160

30. Consumers' Attributions of Proenvironmental Behavior, Motivation, and Ability to Self and Others
Rik Pieters, Tammo Bijmolt, Fred van Raaij, and Mark de Kruijk
Vol. 17, No. 2, 1998, 215–225

31. Disclosure of Odds Information: An Experimental Investigation of Odds Format and Numeric Complexity
David E. Sprott, David M. Hardesty, and Anthony D. Miyazaki
Vol. 17, No. 1, 1998, 11–23

32. Juvenile Delinquents' Use of Consumption as Cultural Resistance: Implications for Juvenile Reform Programs and Public Policy
Julie L. Ozanne, Ronald Paul Hill, and Newell D. Wright
Vol. 17, No. 2, 1998, 185–196

33. The Rent-to-Own Industry and Pricing Disclosure Tactics
Ronald Paul Hill, David L. Ramp, and Linda Silver
Vol. 17, No. 1, 1998, 3–10

34. Sexual Consumption in the Time of AIDS: A Study of Prostitute Patronage in Thailand
Russell W. Belk, Per Østergaard, and Ronald Groves
Vol. 17, No. 2, 1998, 197–214

35. A Typology of Consumer Responses to Cause-Related Marketing: From Skeptics to Socially Concerned
Deborah J. Webb and Lois A. Mohr
Vol. 17, No. 2, 1998, 226–238

Copyright and Trademark Issues

36. Developments in Copyright Policy and Network Technologies: The First Generation
Steven W. Kopp and Tracy A. Suter
Vol. 17, No. 2, 1998, 303–312

37. "Not Manufactured or Authorized by ...": Recent Federal Cases Involving Trademark Disclaimers
Jacob Jacoby and Maureen Morrin
Vol. 17, No. 1, 1998, 97–107

Customer Satisfaction

38. Generalized Exchange and Public Policy: An Illustration of Support for Public Schools
Kimball P. Marshall
Vol. 17, No. 2, 1998, 274–286

Deception Issues

39. How Super Are Video Supers? A Test of Communication Efficacy
Noel M. Murray, Lalita A. Manrai, and Ajay K. Manrai
Vol. 17, No. 1, 1998, 24–34

Economic Issues

40. A Longitudinal Analysis of Income-Based Tax Regressivity of State-Sponsored Lotteries
Anthony D. Miyazaki, Ann Hansen, and David E. Sprott
Vol. 17, No. 2, 1998, 161–172

Environmental Issues

41. Consumers' Attributions of Proenvironmental Behavior, Motivation, and Ability to Self and Others

Rik Pieters, Tammo Bijmolt, Fred van Raaij, and Mark de Kruijk
Vol. 17, No. 2, 1998, 215–225

Ethics and Social Responsibility

42. A Comment on the Pontifical Council for Social Communications' Ethics in Advertising
Debra Jones Ringold
Vol. 17, No. 2, 1998, 332–335

43. Ethics in Advertising: The Good, the Bad, and the Church
George G. Brenkert
Vol. 17, No. 2, 1998, 320–324

44. Ethics in Advertising: A Look at the Report by the Pontifical Council for Social Communications
Archbishop John P. Foley
Vol. 17, No. 2, 1998, 313–315

45. Ethics in Advertising: Review, Analysis, and Suggestions
Patrick E. Murphy
Vol. 17, No. 2, 1998, 316–319

46. Reflections on the 1997 Vatican Statements Regarding Ethics in Advertising
Gene R. Laczniak
Vol. 17, No. 2, 1998, 320–324

47. The Sleeping Dog Stirs: New Signs of Life in Efforts to End Corruption in International Business
Carolyn Hotchkiss
Vol. 17, No. 1, 1998, 108–115

48. A Typology of Consumer Responses to Cause-Related Marketing: From Skeptics to Socially Concerned
Deborah J. Webb and Lois A. Mohr
Vol. 17, No. 2, 1998, 226–238

Federal Trade Commission Issues

49. Comparative Price Advertising: An Integrative Review
Larry D. Compeau and Dhruv Grewal
Vol. 17, No. 2, 1998, 257–273

50. FTC Regulatory Activity and the Information Content of Advertising
Avery M. Abernethy and George R. Franke
Vol. 17, No. 2, 1998, 239–256

Food and Drug Administration Issues

51. Agency Theory, Drug Formularies, and Drug Product Selection: Implications for Public Policy
David A. Mott, Jon C. Schommer, William R. Doucette, and David H. Kreling
Vol. 17, No. 2, 1998, 287–295

52. Drugs or Dietary Supplements: FDA's Enforcement of DSHEA
Marlys J. Mason
Vol. 17, No. 2, 1998, 296–302

53. How Well Do Young People Follow the Label? An Investigation of Four Classes of Over-the-Counter Drugs
Pam Scholder Ellen, Paula Fitzgerald Bone, and Elnora W. Stuart
Vol. 17, No. 1, 1998, 70–85

Gambling and Lotteries

54. A Longitudinal Analysis of Income-Based Tax Regressivity of State-Sponsored Lotteries
Anthony D. Miyazaki, Ann Hansen, and David E. Sprott
Vol. 17, No. 2, 1998, 161–172

Health Care Issues

55. Agency Theory, Drug Formularies, and Drug Product Selection: Implications for Public Policy
David A. Mott, Jon C. Schommer, William R. Doucette, and David H. Kreling
Vol. 17, No. 2, 1998, 287–295

56. Comprehension Testing for OTC Drug Labels: Goals, Methods, Target Population, and Testing Environment
Louis A. Morris, Karen Lechter, Michael Weintraub, and Debra Bowen
Vol. 17, No. 1, 1998, 86–96

57. Sexual Consumption in the Time of AIDS: A Study of Prostitute Patronage in Thailand
Russell W. Belk, Per Østergaard, and Ronald Groves
Vol. 17, No. 2, 1998, 197–214

Information Disclosure

58. Disclosure of Odds Information: An Experimental Investigation of Odds Format and Numeric Complexity
David E. Sprott, David M. Hardesty, and Anthony D. Miyazaki
Vol. 17, No. 1, 1998, 11–23

59. FTC Regulatory Activity and the Information Content of Advertising
Avery M. Abernethy and George R. Franke
Vol. 17, No. 2, 1998, 239–256

60. How Super Are Video Supers? A Test of Communication Efficacy
Noel M. Murray, Lalita A. Manrai, and Ajay K. Manrai
Vol. 17, No. 1, 1998, 24–34

61. "Not Manufactured or Authorized by ...": Recent Federal Cases Involving Trademark Disclaimers
Jacob Jacoby and Maureen Morrin
Vol. 17, No. 1, 1998, 97–107

62. The Rent-to-Own Industry and Pricing Disclosure Tactics
Ronald Paul Hill, David L. Ramp, and Linda Silver
Vol. 17, No. 1, 1998, 3–10

63. Warnings and Disclosures: Special Editor's Note
J. Craig Andrews
Vol. 17, No. 1, 1998, 1–2

International Issues

64. The Sleeping Dog Stirs: New Signs of Life in Efforts to End Corruption in International Business
Carolyn Hotchkiss
Vol. 17, No. 1, 1998, 108–115

Internet

65. Developments in Copyright Policy and Network Technologies: The First Generation
Steven W. Kopp and Tracy A. Suter
Vol. 17, No. 2, 1998, 303–312

Juvenile Delinquency

66. Juvenile Delinquents' Use of Consumption as Cultural Resistance: Implications for Juvenile Reform Programs and Public Policy
Julie L. Ozanne, Ronald Paul Hill, and Newell D. Wright
Vol. 17, No. 2, 1998, 185–196

Legal and Political Issues

67. Continuing Duty to Warn: An Opportunity for Liability Prevention or Exposure
Victor E. Schwartz
Vol. 17, No. 1, 1998, 124–126

68. Continuing Duty to Warn: Public Policy and Managerial Views
Karl A. Boedecker, Fred W. Morgan, and Allen B. Saviers
Vol. 17, No. 1, 1998, 127–131

69. Developments in Copyright Policy and Network Technologies: The First Generation
Steven W. Kopp and Tracy A. Suter
Vol. 17, No. 2, 1998, 303–312

70. Drugs or Dietary Supplements: FDA's Enforcement of DSHEA
Marlys J. Mason
Vol. 17, No. 2, 1998, 296–302

71. Earthquakes and Aftershocks: Implications for Marketers and Advertisers in Reno v. ACLU and the Litigation of the Communications Decency Act
Don Lloyd Cook
Vol. 17, No. 1, 1998, 116–123

72. Juvenile Delinquents' Use of Consumption as Cultural Resistance: Implications for Juvenile Reform Programs and Public Policy
Julie L. Ozanne, Ronald Paul Hill, and Newell D. Wright
Vol. 17, No. 2, 1998, 185–196

73. Reflections on the 1997 Vatican Statements Regarding Ethics in Advertising
Gene R. Laczniak
Vol. 17, No. 2, 1998, 320–324

74. The Sleeping Dog Stirs: New Signs of Life in Efforts to End Corruption in International Business
Carolyn Hotchkiss
Vol. 17, No. 1, 1998, 108–115

75. Slotting Allowances and the Retail Sale of Alcohol Beverages
Gregory T. Gundlach and Paul N. Bloom
Vol. 17, No. 2, 1998, 173–184

Pricing

76. Comparative Price Advertising: An Integrative Review
Larry D. Compeau and Dhruv Grewal
Vol. 17, No. 2, 1998, 257–273

77. The Rent-to-Own Industry and Pricing Disclosure Tactics
Ronald Paul Hill, David L. Ramp, and Linda Silver
Vol. 17, No. 1, 1998, 3–10

Product Liability and Safety

78. Continuing Duty to Warn: An Opportunity for Liability Prevention or Exposure
Victor E. Schwartz
Vol. 17, No. 1, 1998, 124–126

79. Continuing Duty to Warn: Public Policy and Managerial Views
Karl A. Boedecker, Fred W. Morgan, and Allen B. Saviers
Vol. 17, No. 1, 1998, 127–131

Public Education

80. Generalized Exchange and Public Policy: An Illustration of Support for Public Schools
Kimball P. Marshall
Vol. 17, No. 2, 1998, 274–286

Social Marketing

81. Consumers' Attributions of Proenvironmental Behavior, Motivation, and Ability to Self and Others
Rik Pieters, Tammo Bijmolt, Fred van Raaij, and Mark de Kruijk
Vol. 17, No. 2, 1998, 215–225

82. Generalized Exchange and Public Policy: An Illustration of Support for Public Schools
Kimball P. Marshall
Vol. 17, No. 2, 1998, 274–286

83. Sexual Consumption in the Time of AIDS: A Study of Prostitute Patronage in Thailand
Russell W. Belk, Per Østergaard, and Ronald Groves
Vol. 17, No. 2, 1998, 197–214

State Regulatory Issues

84. Ethics in Advertising: A Look at the Report by the Pontifical Council for Social Communications
Archbishop John P. Foley
Vol. 17, No. 2, 1998, 313–315

85. A Longitudinal Analysis of Income-Based Tax Regressivity of State-Sponsored Lotteries
Anthony D. Miyazaki, Ann Hansen, and David E. Sprott
Vol. 17, No. 2, 1998, 161–172

Warnings

86. Alcoholic Beverage Sales Promotion: An Initial Investigation of the Role of Warning Messages and Brand Characters Among Consumers Over and Under the Legal Drinking Age
Judith A. Garretson and Scot Burton
Vol. 17, No. 1, 1998, 35–47

87. Comprehension Testing for OTC Drug Labels: Goals, Methods, Target Population, and Testing Environment
Louis A. Morris, Karen Lechter, Michael Weintraub, and Debra Bowen
Vol. 17, No. 1, 1998, 86–96

88. Continuing Duty to Warn: An Opportunity for Liability Prevention or Exposure
Victor E. Schwartz
Vol. 17, No. 1, 1998, 124–126

89. Continuing Duty to Warn: Public Policy and Managerial Views
Karl A. Boedecker, Fred W. Morgan, and Allen B. Saviers
Vol. 17, No. 1, 1998, 127–131

90. Developing and Assessing Alcohol Warning Content: Responses to Quantitative Information and Behavioral Recommendations in Warnings with Television Beer Advertisements
Michael D. Slater, David Karan, Donna Rouner, Kevin Murphy, and Frederick Beauvais
Vol. 17, No. 1, 1998, 48–60

91. How Well Do Young People Follow the Label? An Investigation of Four Classes of Over-the-Counter Drugs
Pam Scholder Ellen, Paula Fitzgerald Bone, and Elnora W. Stuart
Vol. 17, No. 1, 1998, 70–85

92. The Modest Impact of the Alcohol Beverage Warning Label on Drinking During Pregnancy Among a Sample of African-American Women
Janet R. Hankin, James J. Sloan, and Robert J. Sokol
Vol. 17, No. 1, 1998, 61–69.

93. Warnings and Disclosures: Special Editor's Note
J. Craig Andrews
Vol. 17, No. 1, 1998, 1–2

Author Index

	Item Number
Abernethy, Avery M.	8, 50, 59
Andrews, J. Craig	63, 93
Bang, Hae-Kyong	1, 14, 25
Beauvais, Frederick	16, 90
Belk, Russell W.	34, 57, 83
Bertman, Lisa	29
Bijmolt, Tammo	30, 41, 81
Bloom, Paul N.	20, 24, 75
Boedecker, Karl A.	68, 79, 89
Bone, Paula Fitzgerald	17, 53, 91
Bowen, Debra	15, 56, 87
Brenkert, George G.	5, 43
Burton, Scot	13, 21, 29, 86
Cole, Leslie K.	29
Compeau, Larry D.	3, 49, 76
Cook, Don Lloyd	4, 27, 71
de Kruijk, Mark	30, 41, 81
Diefenbach, Gretchen	29
Doucette, William R.	23, 51, 55
Ellen, Pam Scholder	17, 53, 91
Foley, Archbishop John P.	6, 44, 84
Franke, George R.	8, 50, 59
Garretson, Judith A.	13, 21, 86
Grewal, Dhruv	3, 49, 76
Groves, Ronald	34, 57, 83
Gundlach, Gregory T.	20, 24, 75
Hacker, George A.	10, 18, 28
Hankin, Janet R.	19, 92
Hansen, Ann	40, 54, 85
Hardesty, David M.	31, 58
Hill, Ronald Paul	32, 33, 62, 66, 72, 77
Hotchkiss, Carolyn	47, 64, 74
Jacoby, Jacob	12, 37, 61
Karan, David	16, 90
Kopp, Steven W.	36, 65, 69
Kreling, David H.	23, 51, 55
Laczniak, Gene R.	11, 46, 73
Lechter, Karen	15, 56, 87
Manrai, Ajay K.	9, 39, 60
Manrai, Lalita A.	9, 39, 60
Marshall, Kimball P.	38, 80, 82
Mason, Marlys J.	52, 70
Miyazaki, Anthony D.	31, 40, 54, 58, 85
Mohr, Lois A.	22, 35, 48
Morgan, Fred W.	68, 79, 89
Morrin, Maureen	12, 37, 61
Morris, Louis A.	15, 56, 87
Mott, David A.	23, 51, 55
Murphy, Kevin	16, 90
Murphy, Patrick E.	7, 45
Murray, Noel M.	9, 39, 60
Netemeyer, Richard G.	29
Østergaard, Per	34, 57, 83
Ozanne, Julie L.	32, 66, 72
Pieters, Rik	30, 41, 81
Ramp, David L.	33, 62, 77
Ringold, Debra Jones	2, 26, 42
Rouner, Donna	16, 90
Saviers, Allen B.	68, 79, 89
Schommer, Jon C.	23, 51, 55
Schwartz, Victor E.	67, 78, 88

Silver, Linda 33, 62, 77
Slater, Michael D. 16, 90
Sloan, James J. 19, 92
Sokol, Robert J. 19, 92
Sprott, David E. 31, 40, 54, 58, 85
Stuart, Elnora W. 17, 53, 91
Suter, Tracy A. 36, 65, 69

van Raaij, Fred 30, 41, 81

Webb, Deborah J. 22, 35, 48
Weintraub, Michael 15, 56, 87
Williamson, Donald A. 29
Wright, Newell D. 32, 66, 72

Zucker, Nancy 29

Book Reviews

Defending Your Brand Against Imitation: Consumer Behavior, Marketing Strategies, and Legal Issues by Judith Lynne Zaichkowsky
Reviewed by Alex Simonson
Vol. 17, No. 1, 1998, 143–45

Eighty Exemplary Ethics Statements compiled by Patrick E. Murphy
Reviewed by Frederick W. Langrehr
Vol. 17, No. 2, 1998, 339–340

Fear of Persuasion: A New Perspective on Advertising and Regulation by John E. Calfee
Reviewed by Ivan L. Preston
Vol. 17, No. 2, 1998, 336–339

It Takes a Nation: A New Agenda for Fighting Poverty by Rebecca M. Blank
Reviewed by Ronald Paul Hill
Vol. 17, No. 1, 198, 145–46